

Socio-Ecological Framework in the Implementation of the Environmental Conscious Early Childhood Education CSR Program by AFT Pattimura

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ABSTRACT

This Research aims to assess the implementation of the Socio-Ecological Framework within the Corporate Social Responsibility (CSR) program initiated by PAUD Sadar Lingkungan, under the auspices of AFT Pattimura. The research primarily focuses on evaluating the program's effectiveness in enhancing environmental awareness and waste management skills among early childhood learners and the local community in Negeri Laha, Ambon. A qualitative research methodology, utilizing a case study approach, was employed. Data were collected through comprehensive interviews with participants, educators, and stakeholders, supplemented by direct observations of program activities. The results reveal that the application of the Socio-Ecological Framework significantly improves waste management understanding and skills among children and enhances environmental consciousness within the community. Moreover, the program has demonstrably contributed to community empowerment through practical training and environmentally oriented activities. These findings underscore the potential of integrating the Socio-Ecological Framework into CSR programs to achieve substantial positive impacts on environmental education outcomes and social sustainability at the local level. The study advocates for the continued expansion and refinement of CSR initiatives to broaden their reach and efficacy in environmental education. This research provides valuable insights for the development and enhancement of CSR programs in the field of environmental education.

Keywords: *Socio-Ecological Framework; Corporate Social Responsibility (CSR); Environmental Conscious PAUD; Education CSR Program.*

Introduction

Corporate Social Responsibility (CSR) has evolved into an important strategy for companies to contribute to community welfare and environmental protection. Referring to the results of social mapping in 2022 conducted by PT Pertamina Patra Niaga AFT Pattimura in the ring 1 area of its business operations, namely Negeri Laha and Negeri Tawiri, several problems were found, such as environmental problems, poverty, and low public awareness of the importance of children's education from an early age. These series of problems are a

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significant challenge for the Ambon City Government to realize a prosperous society, independent in managing waste, and have an environmentally conscious character.

Ambon City, as the capital of Maluku Province, faces significant problems related to waste management. Based on data from the Ambon City Environmental Agency, the amount of waste produced in this city reaches around 350 tons per day, while the capacity of the waste management system is only able to handle around 250 tons per day. As a result, there is often a buildup of waste at various points, including landfills and public areas, which causes environmental pollution and health risks to the community (Ambon City Environmental Agency, 2024)

In addition to the waste problem, Ambon City also faces challenges in terms of the human development index (HDI). Based on data from the Central Statistics Agency (BPS) of Maluku Province, the HDI of Ambon City in 2023 was recorded at 68.5, which is still below the national average of 72.2. This low HDI reflects significant challenges in the health, education, and community income sectors (BPS Maluku Province, 2023)

In the Laha Country, in particular, the low awareness of the public about the importance of early childhood education and environmental management exacerbates the situation. In this context, the CSR program of *PAUD Environmentally Aware* by AFT Pattimura emerged as a strategic solution. The program is designed to address these issues by providing comprehensive environmental education to early childhood, as well as engaging families and communities in sustainability practices. This program aims to increase environmental awareness, reduce negative impacts on the environment, and promote sustainability values to children from an early age.

CSR as a mechanism that involves companies in broader actions than just financial gain. Through CSR, companies are not only focusing on economic benefits but also on the social and environmental impacts of their operations. CSR programs such as *PAUD Environmentally Aware* often include several key elements, including analysis of community needs, development of relevant programs, implementation of community-based strategies, and impact evaluation to ensure desired outcomes are achieved.

This article aims to analyze the implementation of the *Environmental Conscious Early Childhood Education* CSR program using the *Socio-Ecological Framework*. The framework offers a structured approach with five levels of analysis—individual, interpersonal, organizational, community, and policy and system—to evaluate program effectiveness. Using this framework, this article will identify how each level affects and is influenced by program activities, as well as measure the impact and effectiveness of the strategies implemented. This analysis aims to provide in-depth insights into the success of the program and provide recommendations for the development and improvement of CSR programs in the future, with a focus on the integration of sustainability principles in the daily lives of the people of Laha Country.

Research Methods

This study aims to analyze the process of empowering community groups that are members of the PAUD Aware of the Environment, which includes teachers, students, and

guardians. This program was initiated by PT Pertamina Patra Niaga AFT Pattimura in Ambon. The research method used is an analytical descriptive method with a qualitative approach.

The focus of this study is the Environmental Awareness Early Childhood Education Program located in Wailawa Hamlet, Negeri Laha, Teluk Ambon District, Ambon City. PAUD Sadar Lingkungan (PAUD) is an early childhood education institution established in 2007 under the auspices of Yayasan Tunas Gemilang, an educational institution for marginal children. In 2020, PT Pertamina Patra Niaga AFT Pattimura's CSR program began providing assistance to PAUD Melati, which was later renamed PAUD Aware of the Environment. This mentoring has shown significant progress, with PAUD Environmentally Aware implementing an environmentally conscious curriculum that continues to be updated until the current year. In 2023, PAUD Sadar Lingkungan obtained accreditation from the Education Office as one of the early childhood education institutions in Ambon City with the predicate B. The mentoring process is also reflected in the increase in the number of students every year. In addition, PAUD Aware of the Environment has developed supporting educational facilities, such as the application of Solar Power Plants (PLTS), educational gardens, and hydroponic facilities as learning methods.

This study uses the knife to analyze the success of the empowerment program using the theory of the Socio-Ecological Framework which analyzes the empowerment process of the ESC Program which offers a multi-level analysis of the scope of individuals, interpersonal relationships, organizations, communities, and policies and systems. Each level provides a different perspective on how the success of the program affects and is influenced by the factors that exist around it.

The data used in this study includes primary data and secondary data. Primary data was obtained from the process of implementing the program in the field, while secondary data was obtained through the study of relevant literature and documentation. The analytical descriptive method is applied to provide a systematic description of the implementation process of the *Environmental Aware Early Childhood Education CSR* program and the results of the assistance that has been carried out. Data analysis was carried out using thematic analysis techniques, which involved categorization of data based on key themes in the *Socio-Ecological Framework*. The data was analyzed to identify patterns and relationships between different levels of analysis, as well as to understand how factors at each level affected program implementation and outcomes.

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Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) is a concept that has begun to be widely adopted by companies as part of social responsibility to the community and the environment around the operational area of business units. The implementation of CSR in Indonesia is not only in the form of voluntary initiatives, but is also regulated by the regulation of Law No. 40 of 2007 concerning limited liability companies which requires companies engaged in the field of natural resources to carry out social and environmental responsibilities, and Law No. 47 of 2012 concerning social and environmental responsibility which requires companies to design and implement CSR programs that are relevant to the needs of the community in around their

area of operation. The regulation expressly requires companies to continue to contribute significantly to the community and the surrounding environment.

CSR is defined as the Company's responsibility for the impact of its activities on society and the environment. CSR requires companies to actively integrate social, environmental, ethical and human rights aspects into business operations and strategies (European Commission, 2011). This definition is in line with the United Nations Global Compact which states that CSR involves the Company's commitment to adopt a number of principles related to human rights, labor, environment, and anti-corruption in its business process strategy and implementation (UNGC, 2000). It can be concluded that CSR is a multi-dimensional concept that includes five main dimensions, namely environmental, social, economic, and stakeholder and is voluntary, but binding for several state contexts. This definition emphasizes that CSR not only meets economic expectations, but also includes responsibility to the environment, social contributions, engagement with stakeholders, and actions that exceed legal compliance (Dahslburd, 2008).

The definition explains that a company is an entity that is obliged by the state to carry out voluntary community development activities (Margolis & Walsh, 2003). Conducted several studies that show the implementation of CSR can improve the financial performance of companies, and research conducted by (Fombrun & Stanley, 1990) which found that companies with good reputations tend to gain higher competitive advantages. Based on the research, CSR is not only a place that binds the company to benefit the surrounding community, but also has a positive impact on the company, so that it has a good reputation, and is even able to increase the company's financial productivity. CSR can be adopted as one of the strategies to create the Company's branding that is close to the community to gain legitimacy from the community around its operating area.

Socio-ecological Theory

The CSR mechanism implemented by the company can be categorized based on the type of assistance, namely community empowerment, caricature, infrastructure development, and incidental assistance. Since 2018, the trend has shown a shift in company preferences towards CSR programs based on community empowerment. This approach was chosen because it is considered more sustainable and able to have a significant positive impact in the long term on the welfare of the community.

AFT Pattimura chose to implement CSR programs with a focus on community empowerment. These programs are comprehensively designed using the *Socio-Ecological Framework* approach, which allows companies to consider various social, economic, and environmental factors that are interrelated and affect societal dynamics. Through this approach, AFT Pattimura not only seeks to provide temporary assistance, but also encourages deeper and more sustainable change. These programs are designed to empower individuals and communities, strengthen local capacities, and create an environment conducive to inclusive social and economic growth, so that the benefits can be felt in a tangible and lasting manner by beneficiary groups.

(Friedman, 1992) emphasized that community empowerment is not only limited to the economic field, but also politically, so that eventually the community will have a bargaining

position in the domestic realm, (Suharto, 2005). Welcoming Friedman's (1992) statement, the success of empowerment can be seen from the empowerment of subjects related to economic ability, welfare accessibility, and cultural and political ability. These three aspects are associated with the four dimensions of power, *power within*, *power to*, *power over*, and *power with* (Carr, 2003).

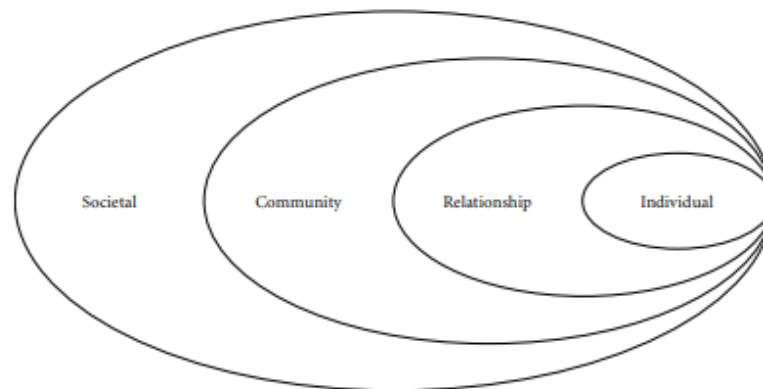


Figure 1 Social Ecological Framework

The *Socio-Ecological Framework approach* to empowerment emphasizes the importance of paying attention to the different levels of influence that affect and are influenced by the vulnerability of beneficiaries. At the individual level, CSR programs can focus on increasing awareness, knowledge, capacity, and skills through educational and training activities designed to develop the self-potential of beneficiaries. At the level of interpersonal relationships, empowerment is carried out by involving the immediate social environment, such as the family, through interventions such as parenting classes and community activities that connect parents in supporting children's development. This approach strengthens social support and creates an environment conducive to children's growth.

Furthermore, at the community and organizational level, interventions are focused on policies and practices that integrate sustainability into the education system, such as the policy of paid tuition fees for waste in PAUD Aware of the Environment. The involvement of all parties in the community, including teachers, parents, and students, strengthens collaboration and supports the creation of an educational ecosystem that supports the purpose of empowerment. At the policy level, local governments and organizations such as PAUD Aware of the Environment and AFT Pattimura act as advocacy facilitators to ensure that the socio-economic policies implemented are aligned with the needs of the community and support long-term sustainability. This approach creates synergies between individuals, communities, and policies, all of which contribute to effective and sustainable empowerment.

Results and Discussion

The Community Empowerment Program through the CSR mechanism that has been carried out by PT Pertamina Patra Niaga at PAUD Aware of the Environment has continuously implemented the *Socio-ecological framework* in the implementation process. This program was initiated by conducting a social mapping study first, then identifying the needs of potential beneficiaries, to a routine monitoring and evaluation process to ensure that indicators of

achievement and success of the program are obtained by all parties involved. In this discussion, the author will analyze each empowerment process that has been carried out by AFT Pattimura based on the *socio-ecological framework* which makes it into 5 empowerment environments, namely Individuals, Interpersonal Relationships (relationships), Institutional Organizations, Communities, and policy systems.

Empowerment at the Individual level

Empowerment at the individual level within the framework of *Socio-Ecological Theory* emphasizes the strengthening of personal capacities that enable individuals to play an active role in their lives and communities. In this regard, AFT Pattimura, through the CSR program at PAUD Aware of the Environment, carries out a series of activities designed to increase awareness and knowledge about environmental issues to children from an early age and parents. The program begins with comprehensive environmental education, which focuses on the introduction of basic environmental concepts from an early age. This environmental education aims to instill an understanding of the importance of maintaining ecosystems and eco-friendly behaviors, so that children can grow up with strong environmental awareness and become agents of change in their communities.

In addition to education, AFT Pattimura integrates practical skills training relevant to local needs to strengthen individual capacity in environmental resource management. This training includes skills in sorting waste, processing waste into value-added products through the ecobrick method, and making educational teaching aids (APE) from recycled materials. Furthermore, participants were also trained in processing organic waste into compost, as well as processing used cooking oil into wax and soap. This activity not only provides the technical skills necessary for waste management but also opens up economic opportunities for individuals through the development of useful products. By involving children in this process from an early age, the program ensures that environmental education becomes an integral part of their development.

Through this empowerment effort, AFT Pattimura and PAUD Aware of the Environment play a strategic role in shaping independent, confident, and proactive individuals in environmental sustainability efforts. This capacity building allows individuals to contribute effectively to community efforts to address environmental and social challenges, as well as promote broader well-being. Environmental education from an early age, reinforced with practical skills training, ensures that interventions at the individual level not only result in change on a personal level but also have a long-term impact on communities and wider social systems.



Figure 2 Environmental Education Process for Environmental Aware PAUD Students

Source: Program Implementation Documentation by CDO AFT Pattimura

Empowerment at the Interpersonal or Relationship stage

Empowerment at the interpersonal or relationship stage within the framework of *Socio-Ecological Theory* focuses on strengthening social interaction and network support to support environmentally friendly behavior. In the context of the AFT Pattimura CSR program at PAUD Aware of the Environment, various initiatives are designed to actively involve parents and the community in environmental management efforts. One of the main activities is the organization of parenting classes that aim to equip parents with knowledge and skills about environmental issues, as well as parenting strategies that support environmentally friendly behavior in their children.

At the household level, AFT Pattimura encourages the creation of ecobricks by every parent as part of waste management efforts at home. This program teaches parents how to collect and process plastic waste into ecobricks, which are environmentally friendly building materials made from recycled plastic. Through these activities, each family not only reduces the volume of plastic waste but also participates in greater solutions for waste management. In addition, a collective movement to sort and collect waste from households was also introduced. This activity encourages every household to adopt effective waste sorting practices and contribute to the collection of waste that can be recycled or further processed.

Initiatives such as *Recycle Creative Day*, waste alms movement, and used cooking oil alms are also integral parts of this strategy. *Recycle Creative Day* invites families to be creative with recycled materials, while the waste alms and used cooking oil alms movement encourages every individual to make a direct contribution to reducing waste and promoting sustainability. Derivative products from waste processing by parents and children include soap and wax made from used cooking oil, as well as educational props (APE) produced from recycled waste. These soaps and candles not only help reduce waste but also provide an alternative to environmentally friendly household products. APE made from recycled materials provides a useful learning tool for children's learning and play processes, as well as teaching sustainability values in a practical way. Through these initiatives, AFT Pattimura and PAUD Aware of the Environment create a social ecosystem that supports holistic environmental management, where the active involvement of families and communities contributes to a far-reaching positive impact at the local level.



Figure 3 Documentation of Activity Implementation at the Relationship Stage involving Parents and Children

Source: Documentation by CDO AFT Pattimura

Empowerment at the Organizational stage

Empowerment at the organizational stage within the framework *of the Socio-Ecological Framework* plays a crucial role in creating a system that supports environmental sustainability and facilitates the active participation of all community members. In the context of the AFT Pattimura CSR program at PAUD Aware of the Environment, various policies and initiatives are designed to strengthen the school's organizational structure in an effort to manage the environment as a whole. One of the significant achievements in this regard is the implementation of the first environmentally conscious curriculum in Indonesia, which was officially approved by the Ambon City Education Office in 2022. This curriculum serves as a model for early childhood schools in Ambon, providing a solid educational foundation for integrating environmental concepts in the formal education system.

The environmental conscious curriculum implemented in Environmental Conscious Early Childhood Education includes a variety of materials and activities that aim to increase students' awareness of environmental issues and promote environmentally friendly behavior. The program involves teaching about waste management, recycling, and resource conservation, with an approach that emphasizes students' practical involvement. The activities

in this curriculum not only provide theoretical information but also involve hands-on practice that allows students to apply their knowledge in everyday life. With the implementation of this curriculum, PAUD Aware of the Environment not only prepares students to become responsible citizens for the environment but also contributes to the development of environmental education models that can be adopted by other schools.

At the organizational level, PAUD Aware of the Environment also implements innovative policies such as waste paid tuition, which allows parents to pay school fees through their contribution in collecting and depositing recyclable waste. This policy serves as an incentive to increase parental involvement in waste management and provide additional support for the school's sustainability goals. In addition, the *Kah So Blessing Waste Fund* initiative introduces a system where families can deposit waste into special tubes and receive rewards or benefits, creating a mechanism that motivates families to actively participate in waste management and provide economic value from waste.

In an effort to further motivate community involvement, AFT Pattimura also organizes an award program for students and parents who demonstrate the best level of participation in environmental activities. The award is designed to recognize their contributions and motivate the entire community to continue to commit to sustainability practices. Through these policies and initiatives, AFT Pattimura and PAUD Aware of the Environment create an ecosystem of organizations that support sustainability and active participation, providing a significant example in environmental management and education at the local level. This system not only strengthens the organizational structure but also contributes to the formation of an environmental education model that can be a reference for other educational institutions.

The CSR program of PAUD Aware of the Environment is a pioneer in environmental education and waste management in Indonesia. This program is a clear example of how policies integrated with the education system can shape a more sustainable future. For those looking for inspiration and real solutions in sustainability efforts, PAUD Aware of the Environment and AFT Pattimura are shining examples of success that can be achieved through a commitment to innovation and collaboration in environmental management.



Figure 4 Implementation Documentation at the Organizational Stage

Source: Documentation by CDO AFT Pattimura

Empowerment at the Community stage

Empowerment at the community stage within the framework of the *Socio-Ecological Framework* focuses on developing and strengthening social structures that support sustainable environmental management, as well as promoting active collaboration from all community members. AFT Pattimura's CSR program at PAUD Aware of the Environment involves a variety of community activities designed to strengthen community engagement, increase environmental awareness, and create a sustainable positive impact at the local level.

One of the core activities in this program is *Laha Clean Up Day*, which is an environmental clean-up event with a special focus on coastal ecosystems in the Land of Laha. This activity involves the local community in an effort to clean the beach area from garbage and pollution, with the aim of maintaining the cleanliness and health of the coastal ecosystem. *Laha Clean Up Day* not only serves to address pollution issues but also acts as a platform for environmental education, where participants, including families, students, and local organizations, can learn about the impact of pollution on the coastal environment and the importance of keeping beaches clean. Through direct involvement in these activities, the community is expected to develop a deeper awareness of the need for collective action in environmental conservation.

In addition to *Laha Clean Up Day*, routine beach clean-up actions are also carried out as part of sustainable efforts to protect marine ecosystems. This activity invites participation from PAUD students, parents, and local volunteers to contribute to cleaning the beach from garbage. Through this action, participants not only participate in reducing pollution on the coast but also gain practical experience on the importance of waste management and the negative impact of marine pollution on the ecosystem.

The Children and Environment Festival is another activity that integrates environmental education with entertainment, providing a platform for educational activities such as games, recycling workshops, and exhibitions of eco-friendly products. The festival aims to provide an understanding of sustainability to children in an interactive and fun atmosphere, as well as involve families in the learning process. The initiation of ecobrick villages, which is an effort to form a community focused on the manufacture and use of ecobricks, provides practical solutions for plastic waste management. This program involves all village members in the process of making ecobricks and integrating the use of ecobricks in daily life, creating direct benefits for waste management in the community.

Overall, the initiatives undertaken by AFT Pattimura and PAUD Aware of the Environment reflect the approach of the Program offering a successful model in environmental management that can be adopted by other communities, providing practical and innovative solutions to create a cleaner and more sustainable environment. With this approach, AFT Pattimura and PAUD Aware of the Environment set high standards for sustainability initiatives at the local level and provide inspiration for far-reaching collective action.



Figure 5 Documentation at the Community stage

Source: Implementation Documentation by CDO AFT Pattimura

Empowerment at the stage of advocating inclusive policies and systems

Empowerment at the policy and system advocacy stage within the framework of the *Socio-Ecological Framework* focuses on developing and strengthening policies and systems that support environmental sustainability in an inclusive manner. At this stage, the AFT Pattimura CSR program at PAUD Aware of the Environment is actively involved in collaboration with the government to formulate and implement environment-based policies in the Land of Laha. This activity involves discussion and policy formulation that focuses on waste management, environmental conservation, and the implementation of environmentally friendly practices at the community level. Through this collaboration, it is hoped that relevant and effective policies can be realized in improving the quality of the environment in the region.

In addition, AFT Pattimura also plays a role in advocating for environmentally conscious school policies in Ambon City. The program aims to encourage governments and educational institutions to integrate sustainability principles into school curricula and education policies. This effort involves the submission of recommendations and support for the development of a curriculum that prioritizes environmental education, as well as the implementation of policies that support environmentally friendly practices in schools in Ambon. With this advocacy, it is hoped that there will be systemic changes in the education system that support student awareness and involvement in environmental issues.

The environmental school campaign to other schools in Ambon City is also part of AFT Pattimura's efforts in policy and system advocacy. Through this campaign, PAUD Aware of the Environment shares experiences and best practices regarding environmental education and waste management with other schools in the city. The campaign aims to disseminate the environmentally conscious school model and inspire other schools to adopt similar policies and practices. With this approach, AFT Pattimura not only influences local policies but also extends its positive impact to the regional level, creating a network of schools committed to environmental sustainability.

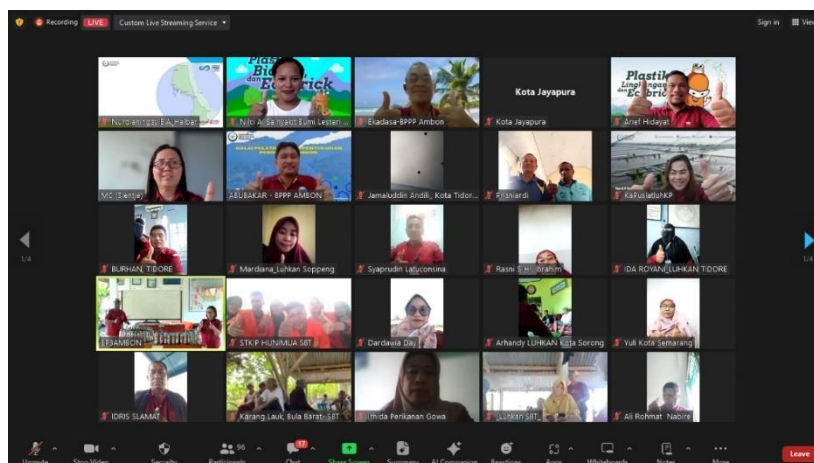


Figure 6 Documentation at the system and advocacy stage

Source: Implementation Documentation by CDO AFT Pattimura

Overall, AFT Pattimura has successfully adopted the *Socio-Ecological Framework* approach in various stages of empowerment to support environmental sustainability. Through community activities such as *Laha Clean Up Day*, beach cleanups, children's and environmental festivals, and ecobrick village initiations, AFT Pattimura has encouraged community involvement and effective waste management. At the policy level, the program has collaborated with the government to develop environment-based policies and advocate for the implementation of an environmentally conscious school curriculum in Ambon City. The campaign to other schools also expanded the positive impact, disseminating a widely adopted model of environmental education. These efforts not only strengthen local social and policy structures but also provide an integrated model for environmental sustainability that can be implemented at the regional and national levels.

Conclusion

The Corporate Social Responsibility (CSR) program of PAUD Aware of the Environment implemented by PT Pertamina Patra Niaga AFT Pattimura serves as an innovative model in integrating environmental education into the early childhood education curriculum. Using the Socio-Ecological Framework approach, this program comprehensively addresses environmental and social challenges in Ambon City, especially in the Land of Laha. By focusing on five levels of analysis—individual, interpersonal relationships, organizational, community, and policy—the program aims to increase environmental awareness from an early age, empower local communities, and strengthen educational organizational structures. The results of the analysis show that the program is successful in promoting environmentally friendly behavior, strengthening family involvement, and implementing educational policies that support sustainability. The program not only meets CSR regulations but also creates significant social and environmental impacts, providing concrete examples of successful community empowerment-based CSR strategies that can be adopted by similar initiatives in a variety of other local contexts. This program not only contributes to the formation of a more environmentally conscious generation, but also provides a practical model for effective and beneficial CSR implementation at the community level.

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